

Sale Begins Monday, March 8, Continues Two Weeks to March 20

New Spring Coats for Misses and Women of all wool amoskeag serge, colors black, navy n & putty **\$5.00**

BILLINGS & HERZOG

1611-13 Second Avenue. In 1600 White Block. Rock Island, Ill.

\$3.95 values—Double texture tan rain-coats, sizes 16 to 44 **\$2.00**

New York Sale of New Spring Dresses, Coats, Suits, Skirts and Waists Priced Unusually Low

With Easter less than four weeks away, we have planned a sale at the beginning of the season in which we offer you merchandise at extremely low prices. Our Mr. Billings cooperating closely with our New York Buying office the past two weeks, has been scouring the New York market for the very latest and newest apparel and has met with splendid success—We believe we are offering you values in new spring merchandise at a price that surpass any other offerings since we have been in business—our manufacturing friends have certainly been good to us and we in turn have tried to give our patrons the full benefit of our accomplishments.

50 New Spring Sample Skirts, comprising almost as many different styles in the very latest and most wanted spring materials. These come from the foremost skirt house of America and if bought in the regular way would have to sell for \$5.95 to \$12.50.

\$3.95

25 Handsome New Spring Sample Suits, classy, one of a kind models—beautifully tailored in all the newest spring fabrics—garments for \$25.00 to \$35.00, coming from noted New York and Philadelphia Suit Houses. The values are so strong that we believe you will have to select quickly—

\$14.95



New Spring Dresses for Misses and Women of Silk Poplin, Chiffon Taffeta, silk and wool crepe, in the new shades of putty, sand, Belgium blue, exposition peach, peacock blue, Copenhagen blue, navy and black—selected as the best from a very large assortment including some sample dresses, \$12.50 to \$15.00 values—priced to sell at this sale

\$10

Women's and Misses' New Spring Skirts—five distinct styles of all wool serge in black and navy, gray tweed and fancy weaves—would be considered good value even at \$2.98—especially purchased for this sale; waists 23 to 29, lengths 37 to 41

\$2

Women's and Misses' New Spring Coats—knobby stylish garments in a variety of attractive styles, made of all wool serge, covert and fancy weaves—would be considered good values at \$7.50. Sale price

\$5.95

Think of practical misses or women's Coats for \$2.00. We secured 55 Balmacaan Coats in gray and tan, were last season's coats, but at that time sold from \$5.95 to \$10.00. Every one of these garments should sell Monday at

\$2.00

Women's and Misses' Colored Wash Dresses

This is the greatest bargain of all, consisting of plain and figured crepes and voiles, sizes 14 to 44, although last summer's models—they are quite practical, as they are not extreme in style—these were originally made to sell for \$3.98 to \$7.50, marked at the ridiculous price of

\$1.98

NOTE—this lot also includes some handsome new striped gingham dresses and extra sizes to 51.

New Spring Sample Dresses

for Misses' and Women. Silk Messaline and Poplin. Lot necessarily limited—secured especially for this sale. You must respond quickly in person for these. No phone or mail orders.

\$3.75



New Spring Silk and Serge Dresses

of Silk Poplins, Messalines and all wool French and Storm serges. The very newest models in all the new shades of Belgium blue, battleship gray, putty, sand, black, navy and Copenhagen, \$7.50 to \$10.00 values, bought specially for this sale to sell at

\$5.00

New Spring Silk and Serge Dresses

for Women and Misses, a good variety of charming styles in Crepe de Chine, Silk Messaline, Silk Poplin, fine French Serges, in all the new shades—this lot also includes about 25 Sample Dresses—one of a kind models, values \$10.00 to \$12.50—secured especially for this sale to sell at

\$7.50

Women's Muslinwear Sale at Very Low Prices—Large Shipment Received.

50c Women's Hungalow Aprons, only 200 in this lot, in light and dark colors, limit of two to a customer, for

25c

50c Women's Muslin gowns, the slip on style dainty trimmed yokes, limit one to a customer for

25c

30c Children's Gingham Rompers, in checks and plain colors, with contrasting piping, ages 2 to 6, 120 in this lot

25c

10c Women's Hose factory lots, full fashioned heels and toes. Just 300 pairs in this lot for

10c

25c Women's Corset Covers, lace and embroidery trimmed, limit 2 to a customer, no phone or mail orders

15c

25c Women's Muslin Drawers, plain and embroidered trimmed, limit 2 to a customer; no phone or mail orders

15c

Women's Muslin Gowns, lace and embroidered trimmed, yokes, the V and high neck styles, limit one to a customer; no phone or mail orders

25c

Women's Muslin Gowns of extra fine material, cut extra long and wide, including crepe gowns

50c

Women's Envelope Chemises and Combinations, dainty and embroidered trimmed, 35 to 44

50c

Women's Corset Covers and Drawers; material of fine quality nainsook and dainty trimmed, extra special

50c

Women's Combinations and Envelope Chemises, in crepe and fine nainsook, lace and embroidery trimmed, sizes 34 to 50

98c

\$1.50 to \$2.00 Women's Princess slips, with deep embroidered trimmed flounces, to different styles, sizes 34 to 50

98c

\$1.50 to \$2 Women's Muslin Gowns; never have we had such beautiful garments at such low prices in fine Swiss embroidered yokes and sleeves, 10 different styles to select from, you will buy if you see them at

98c

\$1.50 to \$2.00 Women's Muslin Skirts, with deep embroidered trimmed flounces, with fine Swiss and Hamburg embroidery, including extra sizes at the same price; 18 new styles, all for

98c

\$3.00 women's gowns, princess slips, combinations, trimmed with French and German Val lace and fine Swiss embroidery

1.98

\$4.00 women's muslin skirts, combinations, princess slips, gowns, lace and embroidery trimmed, now is the time to buy your summer supply

\$2.98

25c Women's Muslin Drawers, embroidery trimmed and plain hemstitched only

15c

25c to 29c Women's Muslin Corset Covers, lace and embroidered trimmed, all sizes. We reserve the right to limit quantities, for only

15c

50c Brassieres, plain tailored models, in good quality cambric, lace trimmed yokes and arms, large sizes, only 42-44-46-48-50

15c

25c Children's and Misses' ribbed Jersey pants and vests, broken sizes, 6 to 16, all for

15c

Away Goes the Knit Goods Regardless of Prices, Must Make Room for the Large Shipments of Spring Merchandise Arriving Daily. 100 Dozen Left and are Divided into Several Groups, at Less than Cost of Yarn. Note Following Prices. Come Early and Get Choice Selections

25c to 29c values Women and Children's all wool auto hoods, children's Hockey caps, and drawer leggings in red and black, knit skirts and small sweaters for

7c

50c and 75c Children's, Boy's and Women's Hockey Caps, Auto Hoods, lined and unlined, children's small sweaters and skirts

25c

\$2.98 Children's 3 piece sets. Call for the Little Darling set consists of Sweater, Cap and Leggings to match, in white and oxford, 38 sets left, age 6 months

\$1

35 Different Styles in Waists—All New Spring Waists, 2 Specials 98c and \$1.98

Women's Shirt Waists—an extraordinary purchase—Materials in Organdy, Voiles, Nemo Silk, Jap Silk, Crepe, in white and sand colors. 1 will pay you to see them. Special at

98c

Women's Shirt Waists in Tub Silk, in plain and fancy stripes, Rajah Silk in sand shade, Silk Crepe de Chine Waists in all the new colors, white, black, sand, putty, maize, flesh, light blue, all for

1.98

350 Corsets Left, Will Go in this Sale at Less than Price of Material. The LaFrances and Justrite Corsets.

75c Women's Corsets in coutil, embroidery trimmed top with four hose supporters attached. Sizes 10 to 26

33c

\$2.00 to \$3.50 Women's corsets in figured coutil and Tango corsets in Treco mesh, velvet grip hose supporters, a great bargain while they last

50c

\$2.00 to \$4.00 Women's Corsets in coutil and batiste, the La Frances and Justrite; top and satin and ribbon trimmed some of the corsets have mesh insertion

98c

Just 150 in this lot